

## CULTURAL AFFAIRS (17)

### GOAL-BASED GOVERNANCE PLAN, MISSION, GOALS AND BUDGET SUMMARY

#### AGENCY MISSION:

The Cultural Affairs Department advocates, coordinates and implements appropriate measures to enhance, strengthen and promote the arts and cultural life in the City of Detroit; facilitates development of increased and expanded activity in all areas of arts and culture; and maintains a large Citizens' Advisory Committee appointed by the Mayor.

#### AGENCY GOALS:

1. Improve the viability of the cultural arts industry in the City of Detroit.
2. Act as a clearinghouse for arts and cultural affairs activities for the City of Detroit and as a resource and information center for cultural organizations, funding sources and the public.
3. Increase public participation in and accessibility to the cultural arts for the citizens of Detroit.
4. Seek creative ways of making arts education programs available to Detroit's youth and senior citizens and promote arts training for artists of all ages.

<u>2001-02 Requested</u>		<u>2000-01 Budget</u>	<u>2001-02 Recommended</u>	<u>Increase (Decrease)</u>
\$ 769,874	City Appropriations	\$ 529,508	\$ 675,686	\$ 146,178
460,735	Grant Appropriations	445,500	391,135	(54,365)
\$ 1,230,609	Total Appropriations	\$ 975,008	\$ 1,066,821	\$ 91,813
\$ 20,000	City Revenues	\$ 18,600	\$ 20,000	\$ 1,400
472,735	Grant Revenues	345,500	391,135	45,635
\$ 492,735	Total Revenues	\$ 364,100	\$ 411,135	\$ 47,035
\$ 740,581	NET TAX COST:	\$ 610,908	<u>\$ 655,686</u>	\$ 44,778

#### AGENCY EMPLOYEE STATISTICS:

<u>2001-02 Requested</u>		<u>2000-01 Budget</u>	<u>4-1-01 Actual</u>	<u>2001-02 Recommended</u>	<u>Increase (Decrease)</u>
<u>6</u>	City Positions	<u>5</u>	<u>5</u>	<u>5</u>	<u>0</u>
6	Total Positions	5	5	5	0

#### ACTIVITIES IN THIS AGENCY:

	<u>2000-01 Budget</u>	<u>2001-02 Recommended</u>	<u>Increase (Decrease)</u>
Cultural Affairs	\$975,008	\$1,066,821	\$ 91,813

## CULTURAL AFFAIRS (17)

### *GBG CULTURAL AFFAIRS ACTIVITY INFORMATION*

#### ACTIVITY DESCRIPTION: CULTURAL AFFAIRS

The Cultural Affairs Department advocates, coordinates and implements appropriate measures to accomplish the mission of enhancing, strengthening and promoting the arts and cultural life in the City of Detroit. Cultural Affairs facilitates development of increased and expanded activity in all areas of arts and culture, including both the profit and non-profit sectors.

#### GOALS AND OBJECTIVES

1. Improve the viability of the cultural arts industry in the City of Detroit.
  - Promote Detroit's artistic and cultural institutions and programs as a matter of public policy.
  - Promote and market Detroit's cultural assets to advance Detroit as a tourist destination.
  - Increase Detroit's role as a major film center.
  - Promote Detroit's architectural heritage as a resource and an asset.
  - Increase funding for cultural organizations and programs by identifying and securing grants from non-traditional and non-city sources.
  - Provide technical assistance to non-profit arts and cultural agencies and artists.
2. Act as a clearinghouse for arts and cultural activities for the City of Detroit and as a resource and information center for cultural organizations, funding sources and the public.
  - Create and manage a database of information on artists and cultural entities.
  - Publish, in print or electronically, a cultural events calendar.
  - Act as a catalyst in bringing together individuals from the arts and cultural, corporate, and foundation communities who support the purpose of advancing objectives that benefit artists and cultural organizations.
3. Increase public participation in and accessibility to the cultural arts for residents of Detroit.
  - Facilitate the creation of a weekly prime time television program that focuses exclusively on arts and cultural events happening in metropolitan Detroit.
  - Act as a catalyst for better and consistent media coverage of cultural events.
  - Create and have published a location map of arts and cultural institutions.
  - Identify and implement ways of making arts and cultural institutions and programs accessible to all city residents.
4. Seek creative ways of making arts education programs available to Detroit's youth and senior citizens, and promote arts training for artists of all ages.
  - Seek ways to make parents and educators aware of the value and importance of the arts in a child's education.
  - Support and promote arts education programs initiated and/or sponsored by civic, corporate, community and arts organizations.
  - Collaborate with other city departments to maximize the capability of each department to provide the best arts and cultural programming possible for Detroit's youth and senior citizens.
  - Foster the growth of pre-professional and professional training in the disciplines of theater, dance, vocal and instrumental music.

#### MAJOR INITIATIVES:

The Cultural Affairs Department published in May 1998 the ***Detroit Cultural Plan*** that provides the basis for all current and future programs of the department. The department's goals and objectives drive the plan. The strategies and recommended actions were created to assist the department in implementing the objectives. The department's major initiatives for 2001/02 are derived from the ***Detroit Cultural Plan***.

We will continue ***The Culture Connection*** program that was launched in June 1998 that transports senior citizens, youth ages 5-18 and public housing residents to cultural institutions where they have opportunities to participate in hands-on workshops, hear concerts, and see special exhibits. It is our intention to maintain ridership at 15,000 annually or increase it to 16,000. The fund development officer will assume the role of raising corporate and foundation funds to operate this program through fiscal year 2001/02.

## CULTURAL AFFAIRS (17)

### MAJOR INITIATIVES: (Cont.)

With assistance from AAA of Michigan, the Convention and Visitors Bureau and other agencies, we will distribute 25,000 updated third edition ***Detroit Cultural Maps*** to the public in 2002. The purpose of the map is to give residents and visitors to the city a graphic and visual guide to Detroit's museums, theaters, dance studios, jazz and blues clubs, science center, zoos, public libraries and bookstores, recreation centers, university and college campuses, and city parks.

As a means of getting people into Detroit galleries to support local entrepreneurs (gallery owners) and artists, the Cultural Affairs Department sponsors a ***Winter Gallery Crawl***. Print and broadcast media partners and a corporate sponsor help to market and underwrite the event.

The ***CityArts*** and ***Mini Grant Programs*** are strategically important for the department's core services in **neighborhood stabilization**. In 2001/02 the department hopes to have between \$150,000 and \$200,000 in the CityArts program to distribute to small and midsize arts and cultural organizations that do significant programming in city neighborhoods.

Annually the department submits a \$100,000 grant proposal to the Michigan Council for Arts and Cultural Affairs in the ***Cities, Townships and Villages Program*** for a capital project in Detroit. In October 2000 the department was awarded \$78,000 for the ***Furniture Factory***, a renovated two-story factory that is now an active performance venue on Third Street. In 2001/02 we hope to be awarded a similar grant to award to another Detroit-based capital improvement cultural project. These projects are very important in our **neighborhood stabilization** efforts. The department will continue the opera/theater apprenticeship program in 2001/02. The ***Detroit/Palermo Educational and Cultural Exchange Program*** is important to Detroit because it acknowledges and rewards young opera students with the opportunity to travel to another country where they can pursue their careers with master vocalists and instrumentalists. The Detroit end of this program is a partnership between the City of Detroit, Marygrove College and Michigan Opera Theatre. All funds related to this program are raised from the corporate community, with the exception of a \$10,000 personal service contract from the General Fund.

With assistance from the ITS department, the Cultural Affairs Department has created a ***database*** of artists and cultural organizations on the department's ***web site***. Additionally, the web site is being linked to the web sites of artists and cultural organizations that have their own sites. This gives viewers who log onto the Cultural Affairs Department web site the opportunity to see artists' work via the Internet and become knowledgeable about the city's arts and cultural institutions and programs.

### PLANNING FOR THE FUTURE:

In the **Neighborhood Stabilization** core service area, we will implement a plan to create a Detroit Center for the Arts (performing, visual, literary) where:

- Local artists would have live/work spaces.
- Non-profit cultural organizations that provide services to neighborhoods would have their offices, rehearsal and performance spaces at reasonable lease rates.
- The Cultural Affairs Department would manage a street level exhibition and sales gallery of local artists' work and sponsor noon-time concerts.

Such an arts center might be located in a neighborhood, at the perimeter of or very near a neighborhood.

## CULTURAL AFFAIRS (17)

### GBG CULTURAL AFFAIRS MEASURES AND TARGETS

Goals: Measures	1998-99 Actual	1999-00 Actual	2000-01 Projection	2001-02 Target
Improve the viability of the cultural arts industry in the City of Detroit:				
Amount of new non-City funding secured	\$258,810	\$469,683*	\$265,000	\$280,000
Number of artists and cultural organizations served with technical assistance	500	715	800	850
Number of people attending annual gallery crawl	40	1200	650	1500
Increase City Arts Grant Program support to local arts and cultural groups	\$100,000	\$150,000	\$150,000	\$80,000
MiniGrant Program support to Wayne County organizations	\$49,000	\$74,800	\$149,600	\$149,600
Respond to film industry related inquiries	29	102	150	175
Act as a clearinghouse for cultural affairs activities and as a resource center for cultural organizations, funding sources and the public:				
Create a database of Detroit area artists /arts and cultural organizations (# of entries)	1,260	1640	2080	2330
Link CAD web site to artists and organizations web sites	0	10	30	40
Increase public participation in and accessibility to the cultural arts for the citizens of Detroit:				
Number of media interviews given regarding the arts	20	48	67	75
Number of cultural institution location maps printed for distribution	0	25,000	25,000	25,000
Number of citizens transported in the Culture Connection Program	16,250	15,000	15,500	16,000
Seek creative ways of making arts education programs available to Detroit's youth and senior citizens and promote arts training for artists of all ages:				
No. of CityArts Grant proposals received & \$s given to projects for youth & seniors	\$40,500 to 18 org	\$60,000 - 14 orgs	\$60,000 - 27 orgs	\$50,000 - 27 orgs
No. of young people who participated in pre-professional/professional dance, music, theater training.		5	6	6
<b>Activity Costs</b>	<b>\$719,947</b>	<b>\$780,155</b>	<b>\$975,008</b>	<b>\$1,066,821*</b>

\*Note: \$285,000 of this amount was raised to pay for the design, fabrication and installation of the "Millennium Bell" public sculpture, all through the Detroit Economic Growth Association, a 501(c)(3) nonprofit organization.

\*Figure does not include a cost for the MiniGrant Program, which cannot be projected at this time.

**CITY OF DETROIT  
CULTURAL AFFAIRS  
Financial Detail by Appropriation and Organization**

<b>Cultural Affairs Administration</b>	<b>2000-01 Redbook</b>		<b>2001-02 Dept Final Request</b>		<b>2001-02 Mayor's Budget Rec</b>	
	<b>FTE</b>	<b>AMOUNT</b>	<b>FTE</b>	<b>AMOUNT</b>	<b>FTE</b>	<b>AMOUNT</b>
<i>APPROPRIATION ORGANIZATION</i>						
00934 - Cultural Affairs Administration						
170010 - Cultural Affairs Administration	5	\$503,998	6	\$649,874	5	\$575,686
170030 - Gallery Crawl	0	\$15,510	0	\$20,000	0	\$20,000
<b>APPROPRIATION TOTAL</b>	<b>5</b>	<b>\$519,508</b>	<b>6</b>	<b>\$669,874</b>	<b>5</b>	<b>\$595,686</b>
05806 - City Arts Program 97-98						
170040 - City Arts Program	0	\$150,000	0	\$150,000	0	\$80,000
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$150,000</b>	<b>0</b>	<b>\$150,000</b>	<b>0</b>	<b>\$80,000</b>
06394 - Grant Contributions - Cash						
170020 - Cultural Affairs Grants	0	\$100,000	0	\$100,000	0	\$80,000
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$100,000</b>	<b>0</b>	<b>\$100,000</b>	<b>0</b>	<b>\$80,000</b>
06581 - Cultural Access Program						
170100 - Culture Connection	0	\$88,300	0	\$87,235	0	\$87,235
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$88,300</b>	<b>0</b>	<b>\$87,235</b>	<b>0</b>	<b>\$87,235</b>
07237 - Opera/Theater Apprenticeship						
170190 - Opera Theater Apprenticeship Progr	0	\$10,000	0	\$10,000	0	\$10,000
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$10,000</b>	<b>0</b>	<b>\$10,000</b>	<b>0</b>	<b>\$10,000</b>
10092 - Mini Grant						
170200 - Mini Grant	0	\$74,800	0	\$149,600	0	\$149,600
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$74,800</b>	<b>0</b>	<b>\$149,600</b>	<b>0</b>	<b>\$149,600</b>
10093 - Mini Grant Adminstration						
170300 - Mini Grant Administration	0	\$22,400	0	\$29,900	0	\$29,900
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$22,400</b>	<b>0</b>	<b>\$29,900</b>	<b>0</b>	<b>\$29,900</b>
10094 - Technical Assistance						
170400 - Technical Assistance	0	\$10,000	0	\$34,000	0	\$34,400
<b>APPROPRIATION TOTAL</b>	<b>0</b>	<b>\$10,000</b>	<b>0</b>	<b>\$34,000</b>	<b>0</b>	<b>\$34,400</b>
<b>ACTIVITY TOTAL</b>	<b>5</b>	<b>\$975,008</b>	<b>6</b>	<b>\$1,230,609</b>	<b>5</b>	<b>\$1,066,821</b>

**CITY OF DETROIT**  
**Budget Development for FY 2001 - 2002**  
**Appropriations - Summary Objects**

	<b>2000-01 Redbook</b>	<b>2001-02 Dept Final Request</b>	<b>2001-02 Mayor's Budget Rec</b>
<b>AC0517 - Cultural Affairs</b>			
<i>A17000 - Cultural Affairs Department</i>			
SALWAGESL - Salary & Wages	280,435	331,773	291,924
EMPBENESL - Employee Benefi	134,080	159,877	145,689
PROFSVCSL - Professional/Con	16,000	76,000	66,000
OPERSUPSL - Operating Suppli	9,520	10,500	10,500
OPERSVCSL - Operating Servic	426,073	533,859	460,907
CAPEQUPSL - Capital Equipmei	0	4,000	0
OTHEXPSSL - Other Expenses	108,900	114,600	91,800
<i>A17000 - Cultural Affairs Department</i>	<i>975,008</i>	<i>1,230,609</i>	<i>1,066,821</i>
<b>AC0517 - Cultural Affairs</b>	<b>975,008</b>	<b>1,230,609</b>	<b>1,066,821</b>
<b>Grand Total</b>	<b>975,008</b>	<b>1,230,609</b>	<b>1,066,821</b>

**CITY OF DETROIT**  
**Budget Development for FY 2001 - 2002**  
**Appropriation Summary - Revenues**

	1999-00 Actuals	2000-01 Redbook	2001-02 Dept Final Request	2001-02 Mayor's Budget Rec	Variance
<b>A17000 - Cultural Affairs Department</b>					
00934 - Cultural Affairs Administration					
432330 - Grants-Other	21,655	7,500	10,000	10,000	2,500
447410 - Transportation Rev-Ch	0	11,100	10,000	10,000	(1,100)
00934 - Cultural Affairs Administration	21,655	18,600	20,000	20,000	1,400
05114 - Mini Grant - Administration					
432330 - Grants-Other	18,600	0	0	0	0
05114 - Mini Grant - Administration	18,600	0	0	0	0
05115 - Mini Grant					
432330 - Grants-Other	52,330	0	0	0	0
05115 - Mini Grant	52,330	0	0	0	0
05806 - City Arts Program 97-98					
432100 - Grants-Public Works	0	100,000	100,000	0	(100,000)
432330 - Grants-Other	50,000	0	0	0	0
521100 - Grant Contributions-Ca	0	50,000	50,000	80,000	30,000
05806 - City Arts Program 97-98	50,000	150,000	150,000	80,000	(70,000)
06313 - Technical Assistance Program					
432330 - Grants-Other	3,200	0	0	0	0
06313 - Technical Assistance Program	3,200	0	0	0	0
06581 - Cultural Access Program					
432100 - Grants-Public Works	0	70,300	84,235	0	(70,300)
432330 - Grants-Other	51,143	0	0	72,235	72,235
448115 - Other Fees	0	18,000	15,000	15,000	(3,000)
06581 - Cultural Access Program	51,143	88,300	99,235	87,235	(1,065)
07237 - Opera/Theater Apprenticeship					
432330 - Grants-Other	1,705	0	10,000	10,000	10,000
07237 - Opera/Theater Apprenticeship	1,705	0	10,000	10,000	10,000
10092 - Mini Grant					
432100 - Grants-Public Works	0	74,800	149,600	0	(74,800)
432350 - Grants-Other -St	0	0	0	149,600	149,600
10092 - Mini Grant	0	74,800	149,600	149,600	74,800
10093 - Mini Grant Adminstration					
432100 - Grants-Public Works	0	22,400	29,900	0	(22,400)
432350 - Grants-Other -St	0	0	0	29,900	29,900
10093 - Mini Grant Adminstration	0	22,400	29,900	29,900	7,500
10094 - Technical Assistance					
432100 - Grants-Public Works	0	10,000	34,000	0	(10,000)

**CITY OF DETROIT**  
**Budget Development for FY 2001 - 2002**  
**Appropriation Summary - Revenues**

	1999-00 Actuals	2000-01 Redbook	2001-02 Dept Final Request	2001-02 Mayor's Budget Rec	Variance
<b>A17000 - Cultural Affairs Department</b>					
10094 - Technical Assistance					
432350 - Grants-Other -St	0	0	0	34,400	34,400
10094 - Technical Assistance	0	10,000	34,000	34,400	24,400
<b>A17000 - Cultural Affairs Department</b>	<b>198,633</b>	<b>364,100</b>	<b>492,735</b>	<b>411,135</b>	<b>47,035</b>
<b>Grand Total</b>	<b>198,633</b>	<b>364,100</b>	<b>492,735</b>	<b>411,135</b>	<b>47,035</b>



**CITY OF DETROIT**  
**MAYOR'S 2001/2002 RECOMMENDED BUDGET**

**Cultural Affairs Department**

Appropriation	REDBOOK FY	DEPT REQUEST	MAYORS FY
Organization	2000 2001 FTE	FY 2001 2002 FTE	2001 2002 FTE
Classification			
<b>00934 - Cultural Affairs Administration</b>			
<b>170010 - Cultural Affairs Administration</b>			
Director - Cultural Affairs	1	1	1
Admin Asst GD II -Cultural Aff	1	1	1
Manager I - Cultural Affairs	0	1	1
Sr Promotional Activities Asst	1	1	1
Executive Secretary II	1	1	1
Special Events Promo Coord	1	0	0
Senior Clerk	0	1	0
<b>Total Cultural Affairs Administration</b>	<b>5</b>	<b>6</b>	<b>5</b>
<b>Total Cultural Affairs Administration</b>	<b>5</b>	<b>6</b>	<b>5</b>
<b>Agency Total</b>	<b>5</b>	<b>6</b>	<b>5</b>